

THIS ISSUE 55,000 COPIES

AUGUST • 1957

# American Vegetable Grower



Fine Treatment for  
Trellis Tomatoes

Prepackaging Root-Type  
Vegetables

On-the-Farm Marketing

INC.

MEMPHIS 2  
VINELAND, N.J.

**Good Packaging Boosts Sales and Profits**



## How to spray close to harvest... without residue problems

**Legislation\*** now specifically limits the amount of insecticide residue your crops may have at harvest. As a result, many insecticides can no longer be used close to picking or cutting. Malathion is an exception. It's the best of the few insecticides you *can* use to stop late season pests. Here's why . . .  
**Though malathion kills 82 pests** attacking 47 crops — including aphids and mites — it is low in toxicity to man and animals. That's why relatively high residues at harvest are permitted. Malathion residues also disappear rap-

idly. They will be well below established limits *even when applied as close as 72 hours before harvest of many crops.* (24 hours on beans!) See chart for timing of last application on most important vegetables.

**Free Folders** — Write to American Cyanamid Company, Phosphates and Nitrogen Division, Dept. V-3, 30 Rockefeller Plaza, New York 20, N. Y.

\*Public Law 518 (Miller Bill) establishes residue tolerances for insecticides. Crop carrying excess residues may be confiscated by the Food and Drug Administration.

### INTERVAL BEFORE HARVEST FOR LAST APPLICATION OF MALATHION

#### NEW — 24-HOUR INTERVAL FOR BEANS.

The time interval for beans has now been reduced from 3 days to 24 hours from harvest!

#### 72 HOURS

Broccoli	Peppers
Cucumbers	Potatoes
Eggplant	Rutabagas
Melons	Squash
Onions	Tomatoes
Peas	

#### 7 DAYS

Beets	Kale
Brussels	Lettuce
Sprouts	Mustard
Cabbage	Spinach
Cauliflower	Turnips
Celery	

# MALATHION

CYANAMID

insecticides have many uses on every kind of farm

# FULL LINE packing house equipment

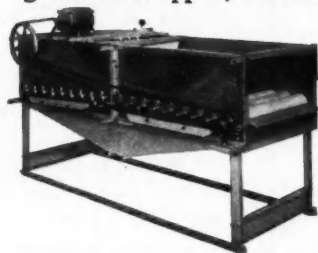


by *John*  
**BEAN**

Standardized line  
widths of 18, 30  
and 42 inches

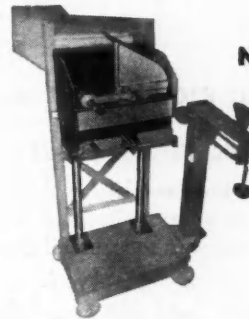
## ...is "PROFIT ENGINEERED" for you!

Here's a complete new range of packing units and line assemblies to fill your special needs exactly. Look at these John Bean advancements — accurate, bruise-free sizing . . . fast, effective washing and absorbing . . . handy, variable-speed sorting and delivery tables . . . new high speed bagging . . . all designed to give your potato and onion packs greater sales appeal, make bigger profits for you.



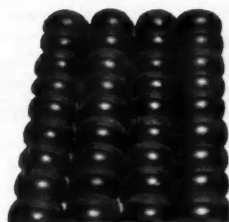
### 18 ROLL WASHER-ABSORBER

Big capacity—economical  
towel-wrapped absorbing rolls.



### NEW BUCKET BAGGER

Fills and weighs  
50 and 100 lb. bags  
in one operation



### THE ORIGINAL RUBBER SPOOL GRADERS

Gentle handling,  
accurate sizing.



### ELEVATORS

New, easier cleanout. Vari-  
able speed drives available  
on 18, 30 and 42 inch widths.



**John BEAN**

LANSING 4, MICHIGAN  
SAN JOSE, CALIFORNIA

Division of Food Machinery and Chemical Corporation

Send for latest  
Vegetable Packing  
Equipment  
Catalog.

Entered as second class matter at Post Office at Willoughby, Ohio, under the Act of March 3, 1879. Additional entry at Mount Morris, Illinois.  
AUGUST, 1957



## LOW POTASH WITH POTASH

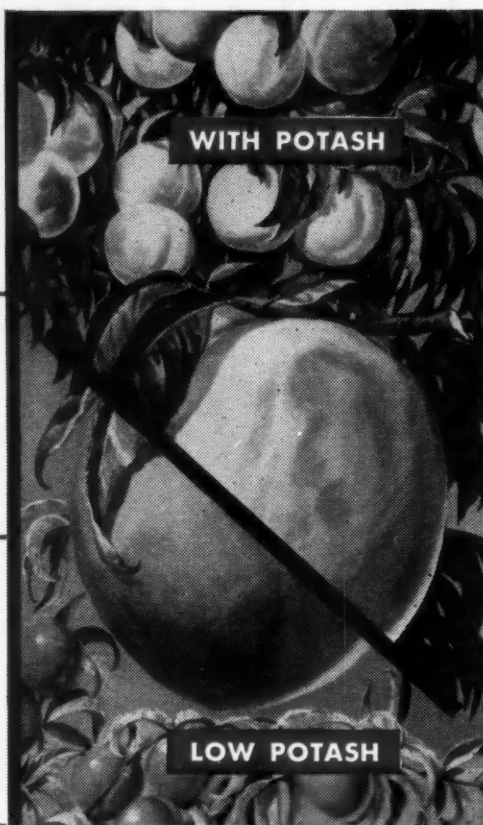
White spots  
early

Fired  
edges  
later

Poor  
pear size,  
color

Fired edges

Small tuber



# POTASH

Low-cost key to productivity in Truck-Farm soils

Why use potash? Very simple. *It pays!*

Potash is the low-cost key which puts size, color, shipping quality in fruits and vegetables; yield, quality and weight in corn, small grains and legumes.

Potash is low in cost. It will pay you to put on every pound your soil tests and your official agricultural advisor indicate you need. All principal farm crops need large amounts of potash.

Apply ample potash as starter, topdressing, plow-down. You'll be glad you did.

WRITE FOR FREE BOOKLET "Potash In Agriculture"



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AMERICAN

## VEGETABLE GROWER

REG. U. S. PAT. OFF.  
(Commercial Vegetable Grower)

Vol. 5 August, 1957 No. 8

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### AMERICAN VEGETABLE GROWER

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RICHARD T. MEISTER, Editor  
Editorial Staff

E. K. GOULD, Managing Editor  
H. B. TUKEY ELDON S. BANTA  
R. L. CAROLUS M. P. RASMUSSEN

B. M. KUBIK

GEORGE M. ROSS, Art Director

J. S. BENDER, Production Manager

EDWARD L. MEISTER, Director of Advertising

District Advertising Offices  
NEW YORK, W. J. Martin and Company, 580 Fifth  
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CHICAGO, Pack and Billingsley, Inc., 185 N.  
Wabash. Phone—Dearborn 2-0272  
SAN FRANCISCO, McDonald-Thompson, 628 Mar-  
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LOS ANGELES, McDonald-Thompson, 3727 West  
6th St. Phone—Dunkirk 7-5391  
SEATTLE, McDonald-Thompson, 1008 Western Ave.  
Phone—Elliot 3767  
HOUSTON, McDonald-Thompson, 3217 Montrose  
Bldg. Phone—Jackson 9-4711  
DENVER, McDonald-Thompson, 222 Colorado Na-  
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AMERICAN VEGETABLE GROWER



# GROWER

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(le Grower)  
1957 No. 8

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M. P. RASMUSSEN

t Director  
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Company, 530 Fifth  
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ABLE GROWER



Ferry-Morse Greenback Y.R. Cabbage grows well even in soil heavily infected with Cabbage Yellows.

## TAILOR-MADE FOR SHIPPING AND MARKETING

### Greenback (Yellows Resistant) Cabbage

This new short-stem cabbage in the Round Dutch family has been tailor-made by Ferry-Morse breeders to mature as early as Marion Market, but to have darker green, more compact heads. This provides a cabbage that is excellent for shipping and marketing. The heads average 7½" in diameter; the plant is slow to produce seed stalks.

This variety is particularly desirable for areas affected by Yellows. Order your seeds now.



**TAILOR-MAKING**—Ferry-Morse's scientific plant breeding develops varieties best suited to your specific uses and growing conditions. Shown here is the process of plant selection—selecting only the sturdiest and most compact cabbage plants from which to collect seeds.

LET THE GOOD EARTH PRODUCE  
**FERRY MORSE**  
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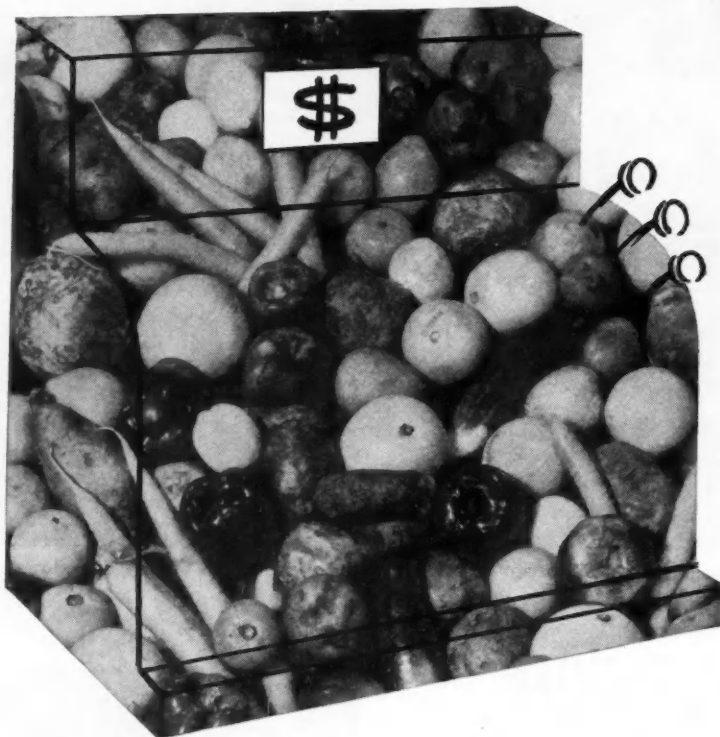
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AUGUST, 1957

5

# MORE PROFIT

with JOHNSONS WAX  
for fruits and vegetables!



Colorful, shiny fruits waxed with Johnson's Wax literally pull shoppers into produce displays. Wax adds the extra eye-appeal that stimulates impulse buying . . . and volume of business and profits goes up!

Johnson's Wax for fruits is inexpensive and is very easily applied at any packing point—by producer, shipper or packer. Not only does wax add to appearance, but it improves keeping qualities and cuts down shrinkage losses materially.

Order Johnson's Wax for Fruits and Vegetables from your local distributor of Johnson's Wax Products. He has full information on recommended methods of application, etc. S. C. Johnson & Son, Inc., Agricultural Wax Products, Dept. AVG-87, Racine, Wisconsin.

A product of Johnson's Wax Research



## CALENDAR OF COMING MEETINGS AND EXHIBITS

Aug. 3—Illinois State Vegetable Growers' Association field day and tour, Will and Cook counties. At 10 a.m. (DST), farm of John Nemanich (association president), Manhattan.—Charles H. Benck, Sec'y, Manhattan.

Aug. 6—Pennsylvania Vegetable Growers' Association, in co-operation with co-sponsor's Pennsylvania Agricultural Extension Service, tour of Northampton and Bucks counties. Noon assembly Joseph Klock Farm, Easton, R.D. 2.—Robert Fletcher, Sec'y, University Park.

Aug. 6—Annual Western Ohio Potato Field Day, Virgil Royer farm near Arcanum—E. C. Wittmeyer, Ohio State U., Columbus 10.

Aug. 7—Truck Crop Day, Irrigation Experiment Station, Prosser, Wash.

Aug. 8—New York Potato Field Day, William E. Johnson farm, Savannah, N.Y.

Aug. 13—Summer Field Day, Kansas State College Horticultural farm, Manhattan.—William E. Amstein, Sec'y, Manhattan.

Aug. 13-14—Ohio Pesticide Institute annual summer meeting, Ohio Agricultural Experiment Station, Wooster.—J. D. Wilson, Sec'y, Wooster.

Aug. 14—Annual Farm Field Day, Georgetown Substation Division of University of Delaware School of Agriculture.

Aug. 14-15—Pennsylvania Co-operative Potato Growers field days, Potato City.—Headquarters: 5235 Front Street, Harrisburg.

Aug. 16—Eastern Ohio Potato Field Day, Smithville. E. C. Wittmeyer, Ohio State University, Columbus 10.

Aug. 16-Sept. 30—Vegetable Growers Association of America, third Grand Tour of Europe visiting England, Holland, Germany, Austria, Switzerland, Italy, and France. Tour conducted by Walter F. Pretzer, % American Express Company, 1425 Euclid Ave., Cleveland 15, Ohio.

Aug. 26-28—United Fresh Fruit and Vegetable Association's ninth annual merchandising and management conference, Chase Hotel, St. Louis, Mo.—Contact office: UMI, 903 Grand Ave., Kansas City 6, Mo.

Aug. 28-31—Soil Conservation Society of America 12th annual meeting, Asilomar Beach State Park, Pacific Grove, Calif.

Aug. 30—Aroostook Field Day, Presque Isle, Maine.

Sept. 15-18—Produce Packaging Association 7th annual conference and exposition, Shoreham Hotel, Washington, D. C.

Sept. 16-18—Texas Citrus and Vegetable Growers and Shippers 16th annual convention, Statler-Hilton Hotel, Dallas.—Austin E. Anson, Exec. Mgr., 306 East Jackson, Harlingen.

## Answering Your QUESTIONS

Don't let your questions go unanswered. Whether large or small, send them with a three-cent stamp for early reply to Questions Editor, AMERICAN VEGETABLE GROWER, Willoughby, Ohio.

### AIR BLAST SPRAYERS

We understand that air-blast sprayers are working very successfully on vegetable row crops. We would like to know if they are being used for weed control spraying and disease control spraying and where we can get information concerning them.—Arkansas.

Air-blast sprayers are doing an outstanding job on vegetable insect spraying and disease control. We've written to the major sprayer companies asking them to send our reader full details on their equipment.

### WITLOOF CHICORY SEED

Where can I obtain seed of Witloof chicory?—California.

From Gill Bros. Seed Co., Montavilla Sta., Portland 16, Ore.

AMERICAN VEGETABLE GROWER

## COMING EXHIBITS

Vegetable Growers' As-  
surance, Will and Cook  
(ST), farm of John  
(ident), Manhattan.—  
Manhattan.

Vegetable Growers' As-  
surance with co-sponsor's  
Extension Service,  
Hudson counties. Noon  
m, Easton, R.D. 2.—  
University Park.

Ohio Potato Field  
near Arcanum—E. C.  
Columbus 10.

Irrigation Experi-  
ment.

Potato Field Day, William  
N.Y.

Day, Kansas State  
University, Manhattan.—Wil-  
manhattan.

Vegetable Institute annual  
Agricultural Experiment  
Station, Sec'y, Wooster.

Potato Field Day, Georgetown  
University of Delaware

Co-operative Potato  
City.—Headquarters:  
Burg.

Potato Field Day,  
near, Ohio State Uni-

Vegetable Growers Associa-  
tion and Tour of Europe  
Germany, Austria,  
France. Tour conducted  
American Express  
Cleveland 15, Ohio.

Fruit and Vegetable  
merchandising and  
Trade Hotel, St. Louis,  
103 Grand Ave., Kan-

Vegetable Society of  
California, Asilomar Beach  
Calif.

Potato Field Day, Presque Isle,

Vegetable Association  
exposition, Shoreham

Vegetable and Vegetable  
annual convention,  
—Austin E. Anson,  
Hartlingen.

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to Questions Editor,  
ROWER, Willoughby.

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es asking them to  
details on their

of Witloof chicory?

d Co., Montavilla

VEGETABLE GROWER



# FUNGICIDES AND AGRICULTURAL CHEMICALS



There's a superior TC  
product to correct most  
nutritional deficiencies  
and TRI-BASIC COPPER  
SULFATE to prevent and  
control certain persistent  
fungus diseases.

**CONTROL**

## Fungus Diseases

### TRI-BASIC COPPER SULFATE

A chemically stable copper fungicide  
containing not less than 53% metal-  
lic copper . . . For spraying or dust-  
ing truck and citrus crops. Especially  
effective in controlling persistent fun-  
gus diseases. Prevent fungus diseases  
through application of Tri-Basic  
Copper Sulfate before fungus attacks.



### COP-O-ZINK (A Neutral Copper-Zinc Fungicide)

For disease control and preven-  
tion. Particularly effective on pota-  
toes. Also on many vegetable crops.  
Cop-O-Zink is excellent for cor-  
recting Copper and Zinc deficien-  
cies and for stimulating plant  
growth. Contains 48% Copper and  
4% Zinc. Applied to foliage in  
spray or dust form.



**CORRECT**

## Nutritional Deficiencies

### NU-IRON (Nutritional Iron)

A neutral Iron compound  
containing 30% Iron as metal-  
lic. Chelated Iron 10% as  
metallic — applied to foliage  
of plants for correction of  
Iron deficiencies.

### NU-Z (Nutritional Zinc)

Nu-Z contains 52% metallic  
zinc . . . Can be applied di-  
rectly to the plant in spray  
or dust form . . . Stimulates  
plant growth and corrects  
zinc deficiencies.

### NU-MANESE (Manganous Oxide)

An extremely effective nu-  
tritional manganese product  
for correcting manganese de-  
ficiencies due to low man-  
ganese content of the soil  
. . . Applied in spray or dust  
form.

### NU-M (Nutritional Manganese)

A nutritional manganese  
compound to be fed to the  
plants through direct appli-  
cation in spray or dust form  
. . . To correct manganese  
deficiencies and to stimulate  
healthier plant growth.



Tennessee's Nu-Z, Nu-Iron,  
Nu-M and Tri-Basic Copper  
Sulfate are especially suited  
for use in preparing nutri-  
tional and fungicidal spray  
and dust mixtures.

For Information on These Nutritional Products,  
Write, Wire or Phone Us.

### ES-MIN-EL

#### and CUSTOM MIXED MINERAL MIXTURES

The essential mineral elements . . . Contains Manganese,  
Copper, Iron, Zinc, Boron and Magnesium, all essential  
to healthy, productive soil. Fruits and vegetables rich in  
vitamins cannot grow in soil poor in minerals. For soil  
application. ES-MIN-EL in spray or dust form for direct  
application to the plants is also available . . . Contains  
nutritional Manganese, Zinc and Copper.

WE WILL CUSTOM MIX MINERAL  
MIXTURES TO YOUR OWN SPECIFICATIONS  
IN LARGE OR SMALL QUANTITIES.

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CORPORATION

617-29 Grant Building, Atlanta, Georgia





# Spunky New OLIVER SUPER 44

## Brings new utility to vegetable growers

Here it comes—brand-new row crop power just right for your kind of farming. And what a wallop! This new tractor is the most powerful of its type—full 2-plow power in most soils, handles a 5-foot disc with ease.

For cultivating, the new Super 44 has no equal. Offset visibility, full clearance, wide tread adjustment. Best of all, a built-in 3-point hitch with supersensitive draft control. Plus right and left gang control out

front—with individual cylinders on a midship rockshaft.

There are four working speeds with plenty of overlap in every one. The snappy 4-cylinder engine is cradled in a heavy steel frame, making the Super 44 as solid as they come. Everything else you could want, too: optional PTO, belt pulley, rubber spring seat. See the new Super 44 and see how much *more* you get for your money. (Use

Oliver's "Pay as You Produce" purchase plan—drive your Super 44 home today.)

The Oliver Corporation, 400 West Madison Street, Chicago 6, Illinois

**OLIVER**  
"FINEST IN FARM MACHINERY"

Also Manufacturer of the  
Famous Oliver Outboard Motors



**HANDIEST OF ITS KIND.** Convenient "lift-and-go" 3-point hitching with draft control, plus a 3-way hydraulic system. You have independent control of rear-, right-, and left-mounted implements.



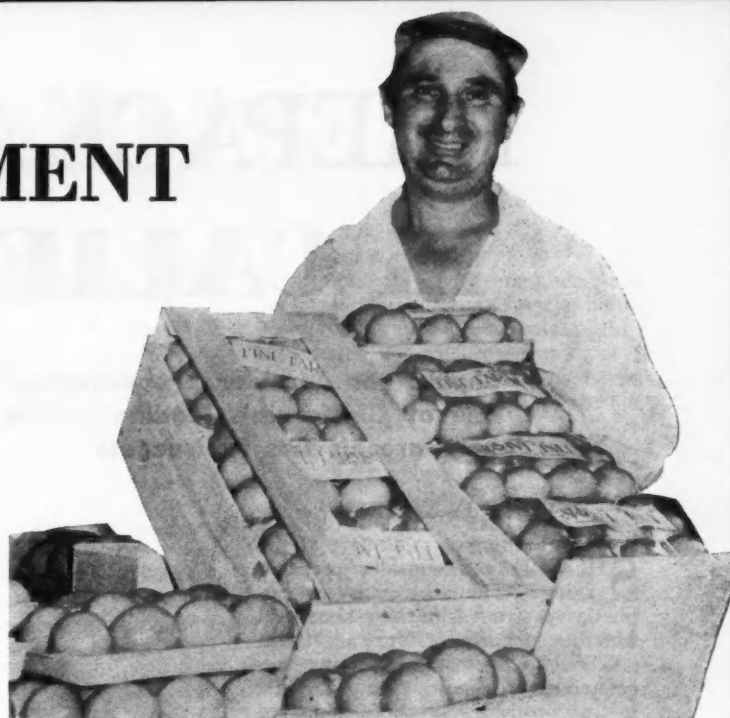
**HANDLES LIKE A CAR.** Starting: with the twist of a key. Steering: smooth, light and quick. Controls: right at your finger tips. Visibility: straight ahead—unobstructed. Comfort: a floating ride on rubber springs.

AMERICAN VEGETABLE GROWER

# Fine TREATMENT FOR TOMATOES

Trellis tomatoes are Hyman Fine's specialty — and he treats them well

By CHARLES L. STRATTON



Hyman displays "Fine Farms" trellis tomato pack. Cellophane-covered and labeled 2-pound trays of waxed tomatoes are packed in Dighton lugs.

**T**RELLIS tomatoes deserve fine treatment—and they get it at Fine Farms, Attleboro, Mass.

One of the first growers in his area to prepackage tomatoes, Hyman Fine claims that bad tomatoes should never be sold. He grades heavily—not a speck or blemish on any tomato is his rule—and follows this up with a package that displays his tomatoes to full advantage.

Hyman, who grows 125 acres of vegetables, regards his trellis tomatoes as his specialty. He grows his own plants, this year set out 200,000 trellis tomato plants. His main variety is Waltham 22, developed by Dr. Robert Young at the Waltham Experiment Station of the University of Massachusetts. Starting with seed obtained from the Jos. Harris Co., he set out 30 acres of this variety.

A conscientious grower, he keeps insects and diseases under control

with his Hardie air-blast sprayer, using Marlate and malathion for insects; Zerlate and Manzate for diseases.

Harvest normally runs from July 15 until freezing time. Hyman starts the season with a couple of acres of regular field tomatoes for the early market. As soon as the trellis tomatoes are ready, he turns the field tomatoes over to his "pick-your-own" customers at \$1 per bushel and concentrates on the trellis tomato crop.

Trellis tomatoes are pink and timed to reach their destination when ripe. They are picked into secondhand ¾-bushel peach baskets and hauled to the packing shed, where a "T" arrangement facilitates the handling of 150 bushels per hour.

The tomatoes are unloaded on a table at the base of the T near the door. All tomatoes 2 inches and under are eliminated through the cull

eliminator. A Lobee grader is used in conjunction with a washer, waxer, and drying unit.

A moving belt carries the tomatoes through the washer and over the inspection table, where Hyman is generally stationed for a hand inspection; then through the dryer and into the waxer, where a hot liquid wax (S. C. Johnson & Son) is brushed on, and the tomato is polished.

Hyman installed the waxer for use on cucumbers, then tried it on tomatoes. He says: "The protective wax film gives the tomato a very nice appearance, adds eye appeal, brings a small additional premium, and reduces bruising and dehydration during shipment. The cost is less than a penny a bushel."

From the waxer the perfect 2¼- to 2½-inch tomatoes pass through holes in a chain onto a belt at one arm of the T for individual packing. The larger tomatoes move along a belt on the other arm of the T for the fancy pack. Rubber pads at strategic points guard against bruising.

The small graded tomatoes pass onto a small moving conveyor table where experienced workers pack them in 2-pound cellophane-covered trays with label. To show off the red tomatoes to best advantage, Hyman uses a green food tray (Foodtainer, made by Diamond Match Co.) of the type used in packaging meats.

Two types of extra-fancy tomato packs are used. When tomatoes are cheap, Hyman uses the 2-pound paper tray. But for the early season, when the housewife won't pay 50 cents for

(Continued on page 15)



Packing lugs upside-down at Fine Farms. Lugs are assembled in overhead storage room and placed in chutes within easy reach of packers. As lug is removed, another slides automatically into place. Shelf under chute holds cellophane covers. Lugs rest on wooden slides while being packed.

AUGUST, 1957

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Produce" pur-  
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VEGETABLE GROWER

# PREPACKAGING ROOTY in CALIFORNIA . . .

**Should you consider prepackaging? Yes, says one of California's leading prepackers — and here are his tips for success**

**By B. E. LOVELL**

**S**HOULD you consider prepackaging? The answer is an emphatic yes from Cliff Marshburn, of Marshburn Farms in Norwalk, Calif.

Though Cliff would reject any suggestion that he knows all the answers, he has, with his brothers, Bill and Frank, been prepackaging since 1951.



Marshburn Farms "family group" of packages was designed for eye appeal, salability, and brand identification. Note variety of sizes.

That year, he recalls, "We found ourselves stuck with a lot of small carrots we had to find a home for."

The brothers found their venture into prepackaging so successful that they set up a separate corporation the following year with Cliff at the helm and began prepackaging in earnest. Today they prepackage more than 1500 crates of vegetables a day under the Marshburn Farms label and are recognized as one of southern California's leading prepackagers of carrots, turnips, and parsnips.

The biggest single problem you are likely to encounter in prepackaging, says Cliff, is getting number one grade vegetables. No matter how carefully you plant and care for your crop, there will be fields which will fail to come up to par. He estimates that at Marshburn Farms they cull 6 to 7%,

while the cullage on their MB brand, which is their medium size, runs around 20%.

Another problem is the increasing demand for separate sizes. Although a few years ago hardly any packing houses had sizing equipment, today it is almost standard equipment. You'll almost certainly have to pack at least three sizes, says Cliff. Marshburn Farms actually packs for sizes, adding a giant size for juice bars, hospitals, schools, and other institutions where abrasive peelers are used.

More and more of the Marshburn Farms produce is going into polyethylene bags. Cliff cites two advantages of this type of bag. First, the poly bag seems to hold vegetables fresher and keep them in better shape for a longer time. Secondly, the consumer

*(Continued on page 12)*



Carrots travel to packing tables in troughs of constantly flowing water. Besides saving money, this method keeps carrots in water until bagged.



Bagging and packing carrots at Marshburn Farms.  
AMERICAN VEGETABLE GROWER



# ROOT-TYPE VEGETABLES ... and in TEXAS

**The Van De Walle brothers prepackage carrots and other root crops from October through June—and find it pays well**

By A. B. KENNERLY

**O**N 1100 irrigated acres near San Antonio the Van De Walle brothers grow root-type vegetables. With their own packing shed alongside a railroad spur, their prepackaging operation is one of the largest in Texas.

With an October-through-June growing season, carrots are the backbone of their business. However, other root crops such as radishes, turnips, and parsnips are also prepackaged.

"The trend toward packaging root vegetables is growing, with carrots well in the lead," says Joe Van De Walle, who is in charge of packing operations. "On the San Antonio market about 50% of the carrots are sold in bunches, and the other half are sold in packages. Fully 99% of the carrots shipped are prepackaged. Most bunch carrots are sold to the local trade."

Prepackaging carrots has important advantages, the Van De Walle brothers have found. Besides cutting down

waste in shipment, it eliminates freight on shipping tops and the heavy icing required. Shelf life is longer when the product reaches the retail store, and the carrots lose little of their flavor and vitamins.

"Most of our carrots are sold in 1-pound polyethylene bags, since consumers prefer this size," Joe says.

which run from 1¼ inch up, are packaged in mesh bags for the hotel, restaurant, and hospital trade. Carrots under ¾ inch bring less money, are packaged for markets which prefer this size.

The carrots are packaged in polyethylene bags imprinted with their Leon Valley brand name. (Bags: Transpak, Inc., Miami, Fla., and Texas Plastics, El Paso, Tex., from polyethylene film made by The Visking Corp., Terre Haute, Ind.)

The Van DeWalle brothers use two types of master containers, and quote prices on both. Wood crates give the best protection, but their cost of 25 cents per crate amounts to \$125 per carload. Most customers prefer the cheaper wet-strength multiwall paper bags which hold 48 one-pound packages. Perforated for ventilation, the



As many as 50,000 to 75,000 bags a day are prepackaged by trained Van De Walle crew.

Some chains order 2-pound packages which they sell at a slight reduction in price under two 1-pound packages. Carrots shipped to Canada go in 20-ounce packages.

Carrots are precooled in ice water before packaging to remove the field heat. (Precooler: Tri-Pak Machinery Service, Inc., Harlingen, Tex.) They are then dumped on a conveyor belt for sorting and grading. Experienced graders remove the culls and separate the carrots into three grades for market.

Most carrots grown on the irrigated acreage near San Antonio fall within a size range of ¾ inch to 1¼ inches, and customers seem to prefer this size, Joe reports. Large jumbos,

paper bags are iced before shipment. (Ice crusher: Valley Welding and Machine Works, Mercedes, Tex.)

"We formerly shipped FOB our packing shed, with the buyer standing any loss in quality after the produce left our shed," Joe explains. "For the last two years we have been guaranteeing arrival of our produce in sound condition."

Quality is the big thing in successful prepackaging, says Joe. A big difficulty is customer's overbuying.

"We'd rather spread shipments over a longer period to assure better quality for the consumer," says Joe. "We package them fresh, and we like to get them into the consumer's hands as quickly as possible." **THE END.**

Packing 1-pound polyethylene bags of carrots in wet-strength paper bags imprinted with Leon Valley brand name. Ice is added to the bags.

AUGUST, 1957

## PREPACKAGING

(Continued from page 10)

seems to prefer the polyethylene bag.

In sales to institutions Marshburn Farms is gradually shifting away from the 50-pound mesh bag to the 25-pound polyethylene bag. Cliff says that buyers benefit from this change in two ways: 1) Poundage loss is negligible with the 25-pound poly bag, whereas it sometimes ran as high as 10% with the 50-pound mesh bag, and 2) the smaller bag is far easier to handle.

Another problem confronting growers who go into prepackaging is whether to advertise or not (using the word loosely enough to include promotional gimmicks of all kinds). Cliff's advice is to concentrate on selling the chain store buyer.

Marshburn Farms has a fleet of twelve 2-ton Chevrolet trucks with Eaton 2-speed rear axles. Each driver calls directly on the stores in his area, selling on a commission basis. Marshburn provides a larger variety of sizes than do most prepackagers in its area, and offers delivery at any time of the day or night.

However, you must never forget the ultimate buyer—the consumer, warns Cliff. You have to “get to” the average housewife with your package. The only way to do this with any assurance of success, he feels, is to call in an expert package designer. He will make sure that you have a definite “family group” of packages with eye appeal, salability, and brand identification.

Marshburn Farms prints recipes and “how to use” information on its bags. A “Send for more free recipes” offer on the bag has brought in nearly 5000 requests in 18 months. The Marshburn Farms recipe booklet is attractive, colorful, and in keeping with the package design. It contains more than 50 recipes using carrots, turnips, and parsnips, as well as nutritional information about each of these vegetables.

If your operation is large enough, says Cliff, don't overlook the possible savings in making your own bags out of rolling stock. Marshburn Farms saves nearly \$5000 a year in this way, while using less storage space and keeping a smaller inventory. Two Simplex bag machines turn out 1- and 2-pound bags from Visqueen and Durethene polyethylene film.

Cliff predicts that with supermarket space becoming more and more valuable, prepackaged produce will appear more and more desirable to store managers. Growers who begin prepackaging now will be glad they did.

THE END.



Attractive displays of fresh vegetables stop motorists at Peter Wambach's roadside market at Rochester, N.Y. Stands are freshly-painted and neat; all produce is grown on Wambach farm.

## On-the-Farm

## MARKETING

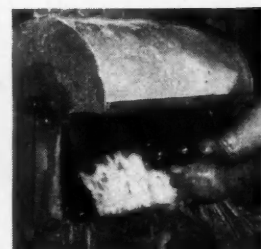
Field-freshness and eye appeal are the keys to success with a roadside or farm market



Ralph Adams & Sons, Poughkeepsie, N.Y., sells 75% of produce from 125 acres of vegetables and 48 acres of fruit through this salesroom on their farm from July to Thanksgiving. Peak day's sales run to 5000 ears of sweet corn and 50 bushels of tomatoes, keep nine salespeople busy. Freshness is a great selling point, especially with sweet corn, which is picked three times a day. In photo at left Donald (left) and Ralph Adams, Jr., look over the sweet corn that has just been brought in from the field.



Wide variety of vegetables from 25 acres attracts customers to Archie Tuttle's farm market at Leominster, Mass. Archie once marketed through wholesale channels, now sells everything he grows through this market operated by wife, Rose. Vegetables are picked early in morning, washed (right), graded, placed in 12x14 Freon walk-in cooler at 45° F., and moved into stands around noon, or whenever needed. No produce is kept in cooler for more than 12 hours. Sweet corn is given ice-water bath before being put into cooler, is kept in large galvanized tubs and covered with crushed ice in salesroom to assure freshness.





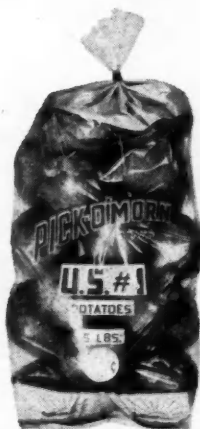
side market at Wambach farm.



75% of produce fruit through this living. Peak day's kels of tomatoes, eat selling point, ree times a day. s, Jr., look over from the field.



ABLE GROWER



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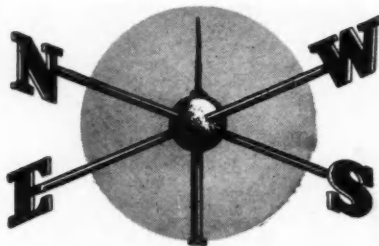


Carbide Corporation





# STATE



# NEWS

- Canning Tomato Acreage in California Less Than Last Year
- Ohio's H. D. Brown Joins National Potato Chip Institute

## NPCI Gains Brown

**OHIO**—Dr. H. D. Brown, recently retired head of the division of horticultural products of the department of horticulture, Ohio State University and Ohio Agricultural Experiment Station, and former long-term secretary of Vegetable Growers Association of America, has become research co-ordinator for the National Potato Chip Institute, Cleveland, Ohio.

## VGAA ANNUAL REPORT

The 1956 Annual Report and Convention Proceedings of the Vegetable Growers Association of America is now available. The report contains the papers presented during the annual meeting of the VGAA in Grand Rapids last December and serves as an important reference for up-to-date information on vegetable growing and marketing. Single copies are \$2.00 or are available on a continuous yearly basis through an Educational Membership. Send orders to Vegetable Growers Association of America, 528 Mills Bldg., 17th & Pennsylvania Ave., N.W., Washington 6, D.C.

## Fewer Tomatoes

**CALIFORNIA**—Canning tomato acreage this year is 14% less than in 1956, or a total of only 130,000 acres. Cannerymen are expecting to contract for 107,211 acres of round type and 9203 acres of pear type tomatoes.—Neale Leslie.

A peep into a futuristic fairyland in vegetable production was afforded some 200 growers and seedsmen who attended Vegetable Crops Field Day on University of California's Davis campus. Speeding up lettuce seed production by using gibberellic acid to eliminate heading and "bolt" the plants into seed-stalk growth; growing cover crops in compacted soil and plowing them under to act as "green manure" and soil conditioners; using TPS, an experimental anti-crusting agent, to improve soil surface texture; treating potato plants with systemic insecticides to immunize them against aphids; adding extra nitrogen to



Visitors touring experimental field plots with James F. Harrington, vegetable crops specialist, University of California, Davis, see how lettuce treated with gibberellic acid "bolts" into rapid seed-stalk growth. Vegetable Crops Field Day is an annual event on the Davis campus.

See page 17 for  
State News Special Report

make lettuce a darker green; placing phosphorus under tomato seeds for growth booster shots—all these sights created a "Jack-and-the-Bean-stalk" atmosphere.

## Dr. Drinkwater Heads Research

**NEW JERSEY**—Dr. William O. Drinkwater, assistant professor in the horticultural department at Rutgers University, is the new acting chairman of the vegetable crops group. He succeeds Prof. Lyman G. Schermerhorn who retired July 1.

(Continued on page 16)



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AMERICAN VEGETABLE GROWER

# WS

## Research

William O. Drinkwater in the horticultural department of the University of California at Davis, is a specialist in the vegetable department. He was named July 1. (page 16)

## diamond

Edgred Robinson have been carefully selected for the kind of diamond comes only from

company that has growing of only of specializing in the kind of special. "at your dealers."

*Benjamin*

## STS FORNIA

NEWSLETTER

CANTALOUPE  
CUCUMBERS  
SQUASH  
WATERMELONS  
NEWSLETTER

CALIFORNIA

TABLE GROWER

## FINE TREATMENT

(Continued from page 9)

2 pounds, he packs a green plastic basket that holds 1 pound and retails for approximately 29 cents.

Hyman has some excellent original ideas regarding his "loose" tomato pack. At one time he used standard tomato baskets, but, finding them unsuitable for stacking, he now uses the wooden Dighton lug that is made up locally. Grading heavily, he packs perfect tomatoes in the Dighton lug and receives the same price for an 18-pound pack that he would get for 22 pounds of "loose" tomatoes. This 4-pound saving of tomatoes covers the



Stationary wooden island, held in place by wooden crosspieces, was devised by Fine to simplify the packing of small tomatoes in trays. As they travel along belt conveyor, tomatoes are divided so girl on either side can reach them. Rejects are dropped into center of island and belt conveyor carries them to opposite end of packing table where they drop into reject basket.

cost of the extra material and labor. The Dighton lug, complete with wooden cover strips and cellophane, costs around 21 cents.

A problem arose with inexperienced packers trying to get an even top on the lugs. Now, thanks to Hyman strategy, everyone gets an even pack. He welded angle iron stands on the sides of the packing conveyor at each packing position, large enough to support a Dighton lug. He then designed a wooden slide on which the Dighton lug is placed upside-down and packed. The wooden slide holds the lug until the bottom is tacked on. Packed lugs go onto a conveyor and are stacked under cover beside the loading dock for shipment the same day picked.

The extra-fancy tomatoes are shipped throughout the Northeast to such widely scattered areas as New York City, Philadelphia, and Montreal. All shipments except those to local chain stores are handled by the Southern Massachusetts Growers' Co-operative, of Dighton. THE END.

AUGUST, 1957

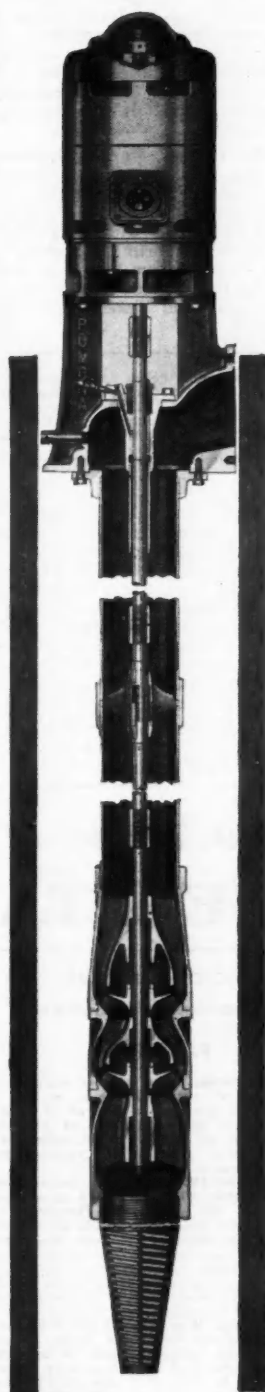
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For full details on this new turbine pump, ask your nearby Fairbanks-Morse or F-M Pomona pump dealer for new Bulletin 6957-1. He has every type, every size pump you need for irrigation—whether sprinkler or flood—from surface sources or deep well. Write today to Fairbanks, Morse & Co., Dept. AV-8, 600 South Michigan Ave., Chicago 5, Ill.



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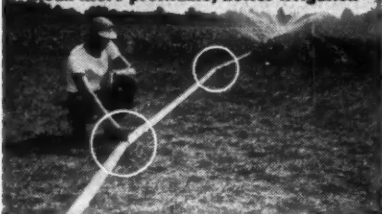
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## STATE NEWS

(Continued from page 14)

Dr. Drinkwater is in charge of the tomato program at the experiment station, including maintenance of the mother stock seed of the Rutgers and Queens varieties, and of other stock such as Jersey rhubarb and Raritan asparagus. His work also includes research on hormones for setting earlier tomatoes, effect of gibberellic acid on vegetable crops, and fertilizers, emphasizing organic sources of nitrogen such as urea and uramite.

The Atlantic County Market Growers Association has started vacuum cooling lettuce in a mobile unit set up for the season. Growers anticipate that they will be able to supply the market with lettuce that will stand up better than the uncooled product. They also believe they can even out their cutting time because lettuce can be cooled on Monday and Tuesday for the weekend market.

Dr. Elmo W. Davis now heads up the onion investigations work of the USDA at Beltsville, Md. He replaces Dr. Henry A. Jones who recently joined the Dessert Seed Company, El Centro, Calif., as head of their plant breeding work.

### Short Courses

**GEORGIA**—Abraham Baldwin Agricultural College is again offering its popular produce and marketing short courses. Vegetables and small fruits to be covered in the courses during the fiscal year which started July 1 include watermelons and cantaloupes, sweetpotatoes, tomatoes, small fruits, and pecans. One new course is being added on leafy vegetables, including turnips, mustard, collards, and cabbage. About 2600 farmers from south Georgia attended last year's courses.—Mrs. Pauline T. Stephens.



### TOMATO BREEDER HONORED

Honored at a testimonial dinner recently was Prof. Lyman G. Schermershorn (left), who retires from the Rutgers University faculty this year. Widely known for his work in vegetable breeding, Prof. Schermershorn is the "father" of the Rutgers tomato. Here he has just received a \$200 check from Stuart B. LeCompte, Jr., vegetable research specialist at Rutgers, on behalf of his friends in the university and the vegetable industry.

### Seal of Quality

**INDIANA**—The state watermelon festival at Vincennes on August 1 inaugurated the Indiana Seal of Quality program, a program aimed at standardization of the agricultural food products of the state and backed by agricultural groups, distributors, and consumers. A state law was passed setting up the program.—F. C. Gaylord, Sec'y, Lafayette.

### Publicity for Yams

**LOUISIANA**—A promotional program costing \$124,825 has been approved by the Louisiana Sweet Potato Commission. Purpose of the program is to further develop consumer demand for Louisiana yams during 1957-58.

## Know Your . . .

## VEGETABLE SEEDS

By VICTOR R. BOSWELL

U.S. Department of Agriculture

### PARSLEY

**MOST** Americans know parsley mainly as a sprig of curly greenery, or as a garnish for a plate or a platter of food. Since it takes only 2 pounds of parsley seed to plant an acre, it might seem that very few seeds need to be produced to meet our demands.

In 1954 and 1955, however, more than 150,000 pounds of seed were produced annually in this country—theoretically enough to plant more than 75,000 acres per year. A large share of this seed was used in the "packet trade," but commercial growers require substantial amounts to maintain the year-round supplies of fresh parsley in the markets and to supply the processors of dried parsley.

During World War II when the U.S. was heavily exporting vegetable seeds, more than a quarter million pounds of parsley seed were produced in this country annually, and 10 to 25% of it consisted of the turnip-rooted or Hamburg type. Now less than 5% of the seed of American origin consists of that type.

Most of our parsley seed is produced in California and Idaho. Small quantities are imported from northern Europe and from Italy.

Like all "seeds" of the carrot family, a parsley seed is actually half of a tiny, dry, fruit containing one seed. Structurally, parsley seed is very similar to celery seed, but each seed is about five times as big as a celery seed.



Parsley seed appears much like carrot seed, but is nearly twice as big and is different in one very striking respect: parsley seed is naturally spineless, while carrot seed is without spine only because its numerous long, curved spines have been rubbed off during its preparation for market.





**FEDER HONORED**  
 al dinner recently was  
 rborn (left), who retires  
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 it received a \$200 check  
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 on behalf of his friends  
 the vegetable industry.

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 to further develop  
 Louisiana yams

# EDS



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 big and is  
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ABLE GROWER

## STATE NEWS

### Special Report

#### VEGETABLE VARIETIES FOR NORTH CAROLINA

**D**URING the late summer vegetable growers in many parts of North Carolina start planting fall crops or make plans for growing winter vegetables. The mountain areas specialize in summer vegetable production, but the rest of the state, particularly the coastal area, has a year-round growing season for vegetables of one kind or another.

Since these crops are important to both commercial growers and home gardeners, the North Carolina Agricultural Experiment Station conducts variety tests at a number of locations in the state. These tests include new varieties as well as breeding lines which are tested for possible future introduction. Thus a tomato variety which appeared on the market for the first time in 1957 might have been in trial, under a number, for the past two to five years.

Some of the varieties which are recommended for trial on the basis of their superior performance in controlled tests are listed below.

#### BUSH LIMA BEAN

**Nemagreen** (Formerly USDA 253)  
 This variety is a small-seeded lima similar to Clark's Bush or Early Thorogreen, but it is resistant to the root-knot nematode. It should be useful in many areas where the soil is heavily infested with nematodes. It is suitable for fresh market use or for canning.

#### CUCUMBER

**Stono**  
 This slicing variety is resistant to downy mildew. For this reason it is valuable for fall cucumber production. It produces high yields. The dark green fruits taper slightly at the ends somewhat like Marketer and are about the same length—7½ inches.

**Palemor**  
 Another good slicing variety. The fruits are longer than Stono and more cylindrical. It is moderately resistant to downy mildew and is recommended for use as a spring crop because downy mildew is usually not severe at that time.

#### LETTUCE

**Great Lakes** (Improved Strains)  
 When this variety first came into general use, it was very variable. In recent years plant breeders have developed a number of distinct strains, some of which are uniform and far superior to others. Seedsmen have also worked out methods of producing practically mosaic-free seed. In our tests these "mosaic-indexed" or "mosaic-tested" lots of seed of some of the better strains produced approximately 2000 pounds more lettuce per acre than ordinary strains. Growers should use these better strains, which are available from most reliable seedsmen.

#### SOUTHERN PEA

**Dixlee**  
 Semi-vining plants with pods 7 to 7½ inches long. Mature peas brown in color, pods green. Quality very good. During three-year tests Dixlee produced higher yields than most other varieties. Suitable for home use, fresh market, or processing.

#### TOMATO

**Rutgers**  
 A fairly old variety, but no other tomato has given as consistently high yields under variable growing conditions. It is moderately resistant to fusarium wilt, and it produces large, smooth, round, bright red fruits of excellent quality.

**Homestead No. 2**  
 Resistant to fusarium wilt. The fruits are round, smooth, large, and bright red in color. Quality is very good.

**Big Boy**  
 This hybrid produces very large fruits which are bright red in color and very good in quality. Yields are as high, and often higher, than Rutgers. It is not wilt-resistant.—J. M. Jenkins, Jr., N. C. State College.

AUGUST, 1957



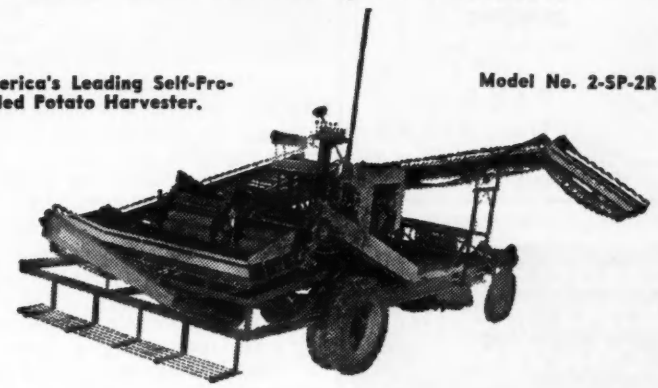
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## GREENHOUSE CROPS

### 200 Attend One-Day Meet

Ohio's 75th Greenhouse Day  
draws record number of growers

By ELDON S. BANTA

**N**EARLY 200 growers attended the 75th annual Greenhouse Vegetable Day held at the Ohio Agricultural Experiment Station in May. Ohio, the leading state in greenhouse vegetable production, also is the leader in research in this highly specialized branch of agriculture.

With the highest investment per acre in agriculture, greenhouse growers must make every plant yield well to meet costs. They learned from R. B. Neiswander that insects attacking greenhouse tomatoes appear to be developing resistance to the standard spray materials. New insecticides are on trial and appear to have superior killing power.

#### Blotchy Ripening in Tomatoes

Blotchy ripening, a major problem in many commercial greenhouses growing tomatoes, is undergoing thorough study by the Ohio researchers. J. P. Jones, of the botany department, described some of the causes of blotchy ripening, a condition in which fruits take on a blotchy surface color and also a blotchy and poor internal condition.

It appears to be the result of low carbohydrate content in the tomato plant, brought on largely through shading, heavy watering, and high nitrogen applications. There is a varietal difference, too. Sioux showed high susceptibility to blotchy ripening while Ohio WR 7 exhibited high resistance. The latter variety is also highly resistant to pox and wilt.

Tomato breeding has long been a major protect at the Ohio Experiment Station. Under test are many new varieties, still identified only by number, which show promise. Among the red-fruited crosses No. H3C1-1-8 has to date produced no blotchy fruits, so it may have high resistance. Its yield is good; last fall it averaged 23 fruits per plant weighing 9 pounds.

Of the pink-fruited crosses Globe A-1-5 still ranks at the top in many respects. Its average yield in 1955 was 9.75 pounds per plant, and last fall it yielded an average of 10 pounds per plant. It graded out in fruit size as follows: 7% large, 71% medium, and 22% small. Eight crosses under test yielded 10 pounds or more per



Plant pathologist Jack Van Stevers holds a cluster of tiny wild tomato fruits used in the Ohio breeding program to give disease resistance to new varieties such as the one that he holds in his other hand. Many generations of crossing are required to produce a good-sized tomato and still carry disease-resistant genes.

plant, the highest being 13 pounds.

Freeman S. Howlett, chairman of the department of horticulture, discussed some of the work being done with temperature relations and the tomato plant, particularly the cool treatment (subjecting plants to 55° F. for two weeks prior to bedding).

Howlett pointed out that growers ought to give more attention to the care of the tomato plant during its early growing stages before setting in the greenhouse bed. Early treatment determines a great deal as to the productiveness of the plant later, especially as to flower formation and fruit setting.

#### Five Lettuce Viruses

Virus disease of lettuce with special emphasis on Bibb were reviewed by B. F. Jansen, plant pathologist. Five viruses are known to attack lettuce varieties in Ohio: mosaic, spotted wilt, aster yellows, big vein, and rib breakdown or rib browning. Jansen stated that all these viruses except big vein occur in weed plants and flowering plants in greenhouses. Since all but big vein can be transmitted by insects, the major control measure is controlling insects in the greenhouse. Big vein is transmitted through the soil, so soil sterilization or fumigation will control this virus.

I. C. Hoffman reviewed tests with cultural practices for Bibb lettuce. The best planting distance still seems to be 7x7 inches. A night temperature of 52° F. produces the best flavor, highest yields, and earliest maturity.

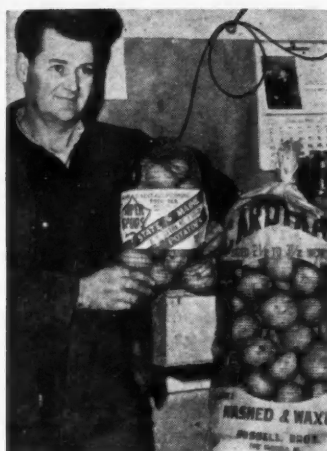
The length of time needed to raise a crop of Bibb varies with the time of year. Seed planted on August 24 for the fall crop took only 55 days to harvesttime on October 18. The winter crop, however, took 112 days from seeding on November 12 to harvest on March 4. The spring crop approached the fall crop, requiring 61 days between March 28 planting and May 28 harvest.

THE END.

AMERICAN VEGETABLE GROWER

## Packages for POTATOES and ONIONS

New packaging is boon to  
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Washed and waxed potatoes show to good advantage in mesh bag or paper bag with mesh window. Bags shown are 10- and 50-lb. capacity.



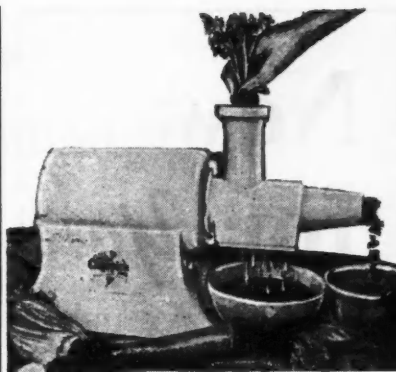
Visqueen Polyethylene provides excellent viewing, serves as a tough, pliable bag for packaging of onions.



Kraft paper potato bags, secured with wire ties, are a sturdy, good appearing, dependable pack. Capacity of bags shown is 10-, 15- and 50-lbs.

The July Buyer's Guide issue of AMERICAN FRUIT GROWER contains a list of package manufacturers, in the event your supplier cannot fill your needs.

AUGUST, 1957



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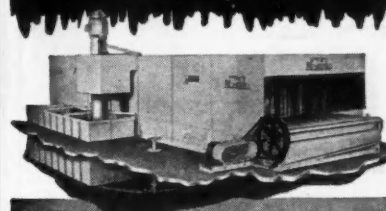
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\$2.75 per lb.

Lettuce—Bibb (Greenhouse Strain)  
oz. 45¢; ¼ lb. \$1.20; 1 lb. \$3.50; 5 lbs. or more  
\$3.25 per lb.

Tomato—Ohio W.R. Globe 3  
½ oz. \$1.50; oz. \$2.75; ¼ lb. \$10.50; 1 lb. \$40.00

Tomato—Ohio W.R. Globe 7  
½ oz. \$1.50; oz. \$2.75; ¼ lb. \$10.50; 1 lb. \$40.00

Cucumber—Holmes Early Hybrid (for early planting)  
½ oz. \$2.25; 1 oz. \$4.00; ¼ lb. \$14.00; 1 lb. \$40.00

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### Midwest Florists Strain:

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incl. red, pastel, bronze, purple, yellow  
and shaded. Our finest bedding pansy  
mixture. Trade pkt. \$1; ¼ oz. \$3.35;  
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Combines finest selections of several  
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## MIDWEST SEED GROWERS

Dep't. V87, 505 Walnut, Kansas City, Mo.

# New for You

## Designed for You

A new cultivator designed for the vegetable grower incorporates many new and needed improvements. The new implement will cultivate six rows at a time and can be operated by your wife through the famous Ford tractor hydraulic system. Gauge wheels and ground-engaging equipment are available as accessories. Note the single front wheel on the Ford tractor pictured; this improvement for vegetable growers is now available on all Ford tractors. Get the full details on



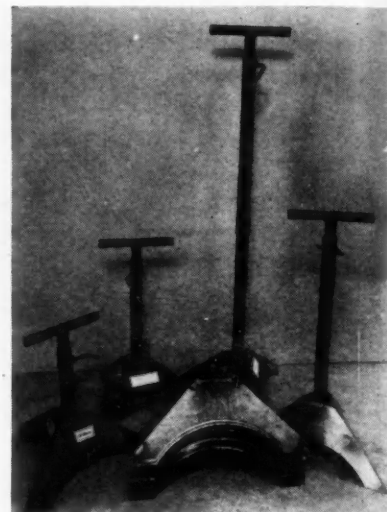
the new Ford tractor and vegetable implements; just write Bill Binns, Tractor and Implement Division, Ford Motor Co., Birmingham, Mich.

## A New Friend

It will be good news to many growers that an old friend is enlarging its sales and engineering staff to provide better equipment and service for fruit growers everywhere.

Herb Culp, well-known to many growers, is now president of the Friend Manufacturing Co., Gasport, New York. Because of the heavy demand for Friend sprayers and pumps, facilities are being expanded and the well-known AirMaster Sprayer is being improved to provide even better insect and disease control. Furthermore, this famous 62-year-old company is enlarging its dealer organization, and now you'll have one near you.

Why not write Herb Culp for the latest information on the Friend line.

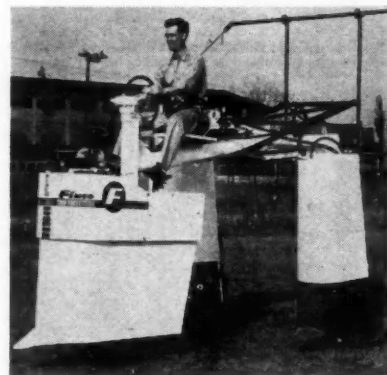


## Adjustable Vegetable Stands

Many well-known vegetable growers are using a new adjustable stand which fits nicely under any gravity type conveyor and has literally a thousand uses. The stands are inexpensive, they are light and adjustable to almost any practical height desired. If you would like more information, just write to Don Williams, Tawco Products, Inc., 1224 Chesapeake Ave., Columbus, Ohio.

## Crop Protection

It isn't often that the vegetable grower can buy a piece of equipment designed for his particular vegetable problem. The new Finco sprayer is engineered to save you time and money, and provide excellent control of vegetable diseases. The new sprayer, called the Finco Crop Protector, is a high clearance unit that lets you fight diseases easily all



through the growing season. The twin tanks located over the rear wheels aid balance and prevent harm to plants. This is a self-propelled sprayer with an 18 h.p. engine and can spray up to 200 acres a day. Why not write Finco, Inc., Aurora, Ill.

AMERICAN VEGETABLE GROWER

## Boys' and Girls' Page

# Four NJVGA Members 'Take Over' Nation's Capital as NCA Guests

Visitors see world premiere showing  
of film, 'The Story of John Porter'

THE National Junior Vegetable Growers Association made news when four outstanding members "took over" the nation's capital for one day last May.

Guests of the National Canners Association at its spring board meeting in Washington, D.C., were three New York representatives, President



Use of growth-promoting gibberellic acid on economically-important plants is explained by Dr. Paul C. Marth (left), senior plant physiologist with USDA Agricultural Research Service. The three NJVGA members who toured the Plant Industry Station at Beltsville, Md., during their Washington, D.C., visit were Ralph Harper (second from left), Marlin Bishop, and John Porter.

John Porter, Baldwinsville; Sarah Pratt, Ithaca; and Ralph Harper, Rochester. Coming from Ohio was Gary Marlin Bishop of Mt. Blanchard.

A special televised audience with Vice-President Richard M. Nixon at his Capitol office was held, with Porter explaining the purpose of NJVGA.

Bishop, winner of the 1956 Canning Crops Contest, was interviewed by the Voice of America and by Claude Mahoney of the CBS Farm News network.

The four visitors had an opportunity to see the NJVGA program



A bi-monthly page for the younger generation of vegetable growers and their national organization, the National Junior Vegetable Growers Association. For information write Grant B. Snyder, French Hall, University of Massachusetts, Amherst, Mass.



John Porter (left) of Baldwinsville, N. Y., saw himself in the lead role of "The Story of John Porter" at the premiere showing of the film. Attending with him from New York were Raymond Sheldrake, Jr. (second from left), department of vegetable crops, New York State College of Agriculture, Ithaca; Sarah Pratt, Ithaca, who also appeared in the 20-minute, color production, and Ralph Harper, Rochester.

dramatized on screen at a premiere film showing of "The Story of John Porter" at the Hotel Statler. Porter

### NJVGA FILMS AVAILABLE

"The Story of John Porter," a 20-minute film in color (16mm sound), is available on request. Another film, 25 minutes in black and white (also 16mm sound), entitled "Your Own Row to Hoe," shows the events of last December's annual NJVGA convention in Atlanta, Ga. Both may be obtained by writing to Prof. Grant B. Snyder, National Chairman, National Junior Vegetable Growers Association, French Hall, Amherst, Mass.

stars in the lead role of the NCA production. Bishop and Miss Pratt also have parts in the film. THE END.

## OPPORTUNITY ADS

Only 25c a word for one-time insertion; 20c a word for two-time insertion; 15c a word for four-time insertion—CASH WITH ORDER. Count each initial and whole number as one word. Copy must be in first of month preceding date of issue. ADDRESS AMERICAN VEGETABLE GROWER, Willoughby, Ohio.

### BOOKS

THE HOW-TO BOOK ON STRAWBERRIES. The layman's primer, the professional's reference and everyone's factual guide to more and better strawberries. \$1.50. AMERICAN VEGETABLE GROWER, Box 107, Willoughby, Ohio.

TOMATO GROWERS—JUST PUBLISHED 1957 American Tomato Yearbook. Crammed with important facts. Send \$2.00. Complete volume 1951-1957, \$8.00. AMERICAN TOMATO YEARBOOK, Box 142-A, Westfield, New Jersey.

### BUSINESS OPPORTUNITIES

\$100.00 WEEKLY RAISING EARTHWORMS! Free plan reveals how! OAKHAVEN-25, Cedar Hill, Texas.

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GIBBERELIC ACID \$8; \$18. DDT 50W or Dust, cwt \$27; 200 pounds \$53. DDT 75W or Dust, cwt \$40; 200 pounds \$74. DDT 25E, 30 gallons \$54; 55 gallons \$90. ELM SPRAY, 55 gallons \$99. FLY BOMBS, dozen \$10; gross \$84. Check with order, prepaid Rockies. WAGNER CO., Box 11, Ypsilanti, Michigan.

BUY SURPLUS DIRECT FROM GOVERNMENT at tremendous savings. Farm tools, machinery, truck, jeep, tractor, hundreds others listed in our bulletin. Price \$1.00. SURPLUS SALES, Box 169ARG, East Hartford 8, Conn. SKINNER IRRIGATION LINES—Hale 500 G.P.M. pump, 80 H.P., self-contained boiler—450 foot, new 1" water hose, 500 hot bed sash \$700.00. ISRAEL GROSS, Camp Hill, Pa.

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## New Light on Life

SCIENCE is apparently on the threshold of a tremendous discovery as to the origin of physical life on this planet. When that moment of discovery comes, and scientists are confident that it will, many old laws will have to be revised and new ones composed.

These thoughts were prompted after reading parts of the lecture delivered recently before the American Philosophical Society meeting in Philadelphia by Dr. Wendell M. Stanley. This distinguished scientist is a Nobel prize winner. Director of the Virus Laboratory at the University of California, he is known as the father of modern virus research.

Here are Dr. Stanley's words to the society: "I believe that the elucidation of the structure of nucleic acid in all of its aspects is the most important scientific problem we face today. It is vastly more important than any of the problems associated with the structure of the atom, for in nucleic acid structure we are dealing with life

itself and with a unique approach for bettering the lot of mankind on earth."

He emphasized: "Never before has it been possible to realize so fully our utter dependence on the structure of nucleic acid. Eventually chemists should be able to synthesize a small polynucleotide specifically arranged; hence one may now dare think of synthesizing in the laboratory a structure possessing genetic continuity and of all the tremendous implications of such an accomplishment."

Scientists for a long time have been trying to bridge the gap between the living and the nonliving. The discovery of viruses intensified their search for the missing link. Now, after years of study and research, scientists are actually hoping to see the day when it is possible to formulate "material" or germ plasm in the laboratory which will have the power of regeneration and definite genetic constituency; in other words, life.

## Controlling Southern Tomato Blight

PRACTICAL control of southern tomato blight is now at hand, reports Sam Carson, assistant editor with the Tennessee Extension Service.

Tests were made under field conditions in 1954, 1955, and 1956 by plant pathologists J. O. Andes and J. M. Epps, of the University of Tennessee Experiment Station, using three chemicals: captan, zineb, and PCNB (Terraclor). The materials were spread along furrows and the plants set in them.

The average plant survival rate for the three years was highest with Terraclor: 93% when applied to the soil as a liquid and 91% when applied as a dust. The captan treatments gave a plant survival rate of 83% liquid and 80% dust.

Zineb treatments obtained 77% as a liquid and 78% as a dust. The check plots showed an average survival of 67%.

No chemical injury resulted to the plants in any case, and residual effect was good. Since survival percentages with the liquid and dust methods in each case were so close, the one best suited to the individual grower should be used.

While the furrow system was em-

ployed, pathologists say it will be practicable to apply the chemical along the row and work it into the soil with a rototiller type of machine.

Tests with other chemicals are now underway. It is likely that general recommendations for practical application can be made shortly.

## VEGETABLE CONVENTION



"Give him the works, folks, and put him in the money at the county fair!"

## Make Plans Now

IT'S none too early to be making your plans for attending the forthcoming national meeting of the Vegetable Growers Association of America. The meeting will be held this year on December 9-12 at the Jung Hotel in the fascinating city of New Orleans, La. Advance details just released promise an interesting and helpful program you will not want to miss.

On Monday, December 9, a keynote speaker of national reputation will bring growers the latest information

### QUOTE-OF-THE-MONTH

"A package must attract the eye, water the mouth, and clinch the sale."

—Merle J. Thomas  
The Kroger Co.

on national trends. On Tuesday morning, a Creole breakfast in the tradition of the Old South will be served.

The remainder of Tuesday morning is set aside for visiting the exhibits of vegetable machinery, equipment, and supplies. Everything new in equipment for modernizing your vegetable growing and marketing operations will be displayed, and representatives will be on hand to give you all the details.

On Tuesday afternoon and Wednesday, a program of speakers is featured to bring growers up-to-date on such important matters as fertilizing, insect, disease, and weed control, harvesting, and mechanization.

The annual banquet Wednesday evening will be a highlight of the meeting. On Thursday, a conducted tour of the intensive vegetable growing and citrus area in the Mississippi Delta is being planned.

There also is the possibility of a special tour, for those who are interested, to the great vegetable area in the Rio Grande Valley of Texas and on into colorful Mexico City.

Mark your calendar—and start making those plans NOW!

## Coming Next Month

### Special Potato Issue

- Mechanical Harvesting of the Nation's Second Largest Food Crop
- Washing, Waxing, Grading, Packaging, and Marketing Potatoes
- Processing the Potato into Chips and Canned and Frozen Products
- Marketing Starts When You Plant
- Growing Potatoes in the Red River Valley
- Potato Varieties

AMERICAN VEGETABLE GROWER



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## E-MONTH

attract the eye,  
clinch the sale."  
-Marle J. Thomas  
The Kroger Co.

On Tuesday  
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Everything new  
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## Month

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ETABLE GROWER

# "Anything new on VAPAM, Pete?"



"Anything new,  
Sam! . . . I'll say  
there is. VAPAM  
is now okay for  
all Food and  
Fiber crops."



VAPAM® has been controlling weeds, fungi and soil-borne insects on seed beds, ornamentals, tobacco and turf throughout the country. Now, VAPAM is approved for use on food and fiber crops.

You will want to know about the new shallow-injection method Stauffer has developed for handling row crops at minimum cost. Treat with VAPAM **before** you plant and save weeding. Sprinkling can, hose proportioner or irrigation system can be used to thwart weeds, germinating weed seeds, nematodes, soil-borne fungi and insects which damage plants and cut your profits.

No fuss . . . no muss . . . no need for "tarps" or other cumbersome covers. Just treat with VAPAM, soak in, wait a few days, cultivate and plant.

. . .

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